



**Asheville Parks and Recreation Department
2015 Comprehensive Master Plan
Addendum**



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2003 ADDENDUM

INTRODUCTION

The Asheville Parks and Recreation 2015 Comprehensive Master Plan, adopted by Asheville City Council in 1998, was developed by the Asheville Parks and Recreation Department (APRD) in conjunction with Woolpert, LLP, based upon a review of the entire community, an analysis of the existing park system, identification of user needs, development of recreation standards and adherence to stated recommendations and proposals. The plan recommends a review every five years to track APRD's progress toward its goals, and to keep the plan current with the community's recreational needs.

In 2003, a team of APRD staff was appointed to review and update the plan using a series of public meetings and input during the last five years and tracking the APRD Strategic Plan. The Asheville Parks and Recreation Advisory Board approved the updated plan, thus creating the Asheville Parks and Recreation Department 2015 Comprehensive Master Plan, 2003 Addendum. The plan is intended to be action oriented designed to provide a framework the City of Asheville can use to enhance its parks and recreation system through the year 2015.

The purpose of the Master Plan is to provide the City of Asheville with an accurate and usable plan to guide actions and decisions concerning:

- Facilities and recreation programming
- Open space, land acquisition and land management
- Partnerships
- Department organizational structure
- Major maintenance concerns for current and proposed facilities

Statistics indicate Asheville's population will continue to grow moderately placing additional burden on the existing park system. Meeting the citizens' demand for additional recreation programs and facilities is an ever-increasing challenge for the City of Asheville, coupled with the fact many of the existing facilities in the park system have aged 15-55 years and have outlived the design intent. Outdated facilities will need to be replaced or significantly renovated, modified or expanded. This is an appropriate time to reassess the existing recreation programs and facilities, and to formulate an amended comprehensive master plan that will address future needs in a proactive manner.

Historically, APRD has proactively met the challenge for high quality parks and recreation services not only because the community demands it, but also due to a high level of staff professionalism and operation standards. A well-defined master plan is part of Asheville's approach to providing recreational service that will address recreation needs for the future.

REVIEW OF DEMOGRAPHICS AND PHYSICAL INFORMATION

Demographics

Population

Asheville experienced an 11.8% growth in population between 1990 and 2000 or 7,282 people. Land increased from 40.3 square miles to 42.73 square miles. Buncombe County saw more significant growth of 18% or 31,459 people.

Population Projections

Asheville fell short of the projected 2000 population growth by only 1.4%, topping out at 68,889. Buncombe County exceeded the 2000 projection by 5,024 or 2.43%. Buncombe County is expected to grow at an average rate of 1.46% per year.

Age Distribution/Median Age

Like most U.S. communities, Asheville and Buncombe County continue to age with persons over 65 accounting for the greatest gain in population. Median age in Buncombe County is expected to increase from 39.6 in 2005 to 40.98 in 2015, and Asheville is expected to follow the same pattern.

Race

The non-white population in Asheville and Buncombe County continues to increase and diversify with the greatest growth in Asheville. The majority of the non-white population is African American and Hispanic.

Gender

The ratio of males to females indicates females continue to outnumber males by 10% in Buncombe County with Asheville estimated at a similar ratio.

Households

The number of households in Buncombe County grew by approximately 17.4% while the number of persons per household decreased slightly by 0.1%. The average household income in Asheville grew by approximately 27.5%, and in Buncombe County it increased by approximately 29.4%.

Physical Information

Economy

Asheville continues to be the region's economic leader. New economic opportunities such as the Grove Arcade and the Broadlands Technical Park are complete and filling a viable niche in the region. More recently economic development has become a critical topic of concern for local

government, and listed as one of four top priorities during the development of the Asheville City Plan 2010.

Factors contributing to the economic issue include:

- Transition of mountain area industrial base away from traditional industries
- Loss of suitable land for industrial purposes primarily to retail and low density residential development
- Moderate-to-rapid population growth
- Much of commercial development is underutilized

The City of Asheville is considering the following to keep Asheville competitive in national and global economic development trends.

- Attract new industry, especially “high tech” industry
- Attract and retain small businesses
- Attract and retain a highly skilled work force
- Leverage quality of life as an economic development opportunity

Growth Trends/Land Use

The Asheville-Buncombe County population continues to increase with the most significant growth in the county at 18% since 1990. Asheville’s population grew by 11.8% since 1990 primarily due to movement of people to the urban area, and most recently by annexation. Industrial and commercial development continues at a rapid pace particularly along major state and interstate highway corridors in south and east Asheville. Significant development is expected north of Asheville along US 19-23 once the I-26 connector is developed.

Such a growth rate places high demand on housing, transportation and urban sprawl that will increase pressure on all City services including parks and recreation. Anticipated urban sprawl supports the need for parks and open space, and to preserve urban green space now before overtaken by rapid growth and development.

Neighborhood and Historic Preservation

During the late 1970s Asheville’s downtown and adjacent historic neighborhoods were on a downward spiral. Today neighborhoods such as Montford, Albemarle Park and Chestnut Hill are experiencing a resurgence that supports the renaissance of the downtown area. Important economic incentives helped reverse the negative effect; 1) national and local historic district designations, 2) historic tax credits for the rehabilitation of certified historic buildings, and 3) local historic landmark designations. The positive results include job creation, vibrant downtown and stable neighborhoods, improved community appearance, compatible and appropriate infill structures and greater community pride.

Transportation/Roads

Asheville has always enjoyed relatively low levels of traffic congestion. Although not yet at the level of large urban areas, Asheville’s growth rate is beginning to burden the transportation

system and congestion will likely become more a part of a way of life. A critical choice about transportation now faces City planners as to whether to continue “business as usual” or consider new approaches to moving people and goods.

Most agree a balance of transportation is needed and should provide access and mobility for all modes of transportation – cars, trucks, buses, bicycles and pedestrians – while considering limited financial resources and coordinate transportation decisions with land use plans. Effective transportation solutions will require a new way of thinking to address a wide range of objectives including alternative transportation, economic development, air quality, aesthetics, mobility, access and transportation choices.

Water

Water in the Asheville-Buncombe area continues to be supplied by the North Fork and Bee Tree Reservoirs, and the new Mills River Plant that came on line in recent years. It is projected the three plants will adequately supply the area in water through 2020.

Growing population and subsequent urban development places greater demand on water resources while creating more waste and pollution that can further degrade water resources. Careful planning and sound management are necessary to insure the quantity and quality of Asheville’s water supply. City planners are leading the effort for development to use best management practices to treat or eliminate pollutants in storm water runoff.

Environment Open Space and Watersheds

The City of Asheville’s Smart Growth program is the protection of open space including waterways, forests, agricultural lands and other natural areas. Environmental benefits include preservation of native plant communities, protection of wildlife habitat, mitigation of air and water pollution, erosion control and wind and noise abatement. Economic benefits of environmental preservation include increased property tax base, reduction in the need for infrastructure construction, protection of working farmland and increase in tourism income.

Asheville is fortunate to be surrounded by biologically diverse open spaces, but the threat of urbanization is resulting in such issues as rapid fragmentation, loss of native wildlife habitat and introduction of invasive plant species that are detrimental to native plant communities. The City of Asheville, through the Parks and Recreation Department, is working to preserve urban open space through a network of parks, greenways and riparian corridors.

INVENTORY AND ANALYSIS OF EXISTING PARK AND RECREATION FACILITIES

Overview of Facilities

APRD operates 62 facilities including 722 acres of park property, 11 recreations centers, 54 parks, 2 swimming pools, 22 tennis courts, 27 playgrounds and 1 cemetery, and maintains 65 facilities owned by the City of Asheville.

The inventory below describes new facilities and renovations and improvements to existing facilities in the Asheville study area in the past five years. The facilities fall under the jurisdiction of APRD, Buncombe County Parks and Recreation Services (BCPRS) and Asheville City Schools (ACS).

Review of New and Renovated Facilities

North Area

Neighborhood Park

Weaver Park - APRD

Renovation to this 6.6-acre park enhanced the use and appearance of the park significantly. The State of North Carolina Department of Transportation funded the trail and stream bank restoration.

Renovations:

- .2 mile paved trail
- stream bank restoration
- interpretative signage
- ball field lights
- landscaping

Jones School Playground and Ball Field - ACS

APRD and various partners made improvements to the 8-acre school grounds for public use. Most significantly was the community built playground and ball field.

New Facilities:

- 1 playground
- drinking fountain
- sidewalks
- 1 baseball field
- trash receptacles
- parking
- .2 mi. paved/unpaved trail

Open Space/Linear Park

Glenn's Creek Greenway - APRD

This attractive greenway is adjacent to several neighborhoods, the University of North Carolina and the Asheville Botanical Garden. Weaver Boulevard was improved in conjunction with the greenway for improved access and traffic calming. The greenway and traffic improvements were developed with assistance from the North Carolina Department of Transportation.

New Facilities:

- .8 mi. paved trail
- round-a-bout traffic circle
- landscaping
- crosswalks

South Area

Neighborhood Park

Jake Rusher Park - APRD

This popular, 4-acre private park in the midst of the Royal Pines neighborhood was donated to APRD. A community built playground initiated the development and is characterized by open lawn areas, mature trees and the newly developed community built playground.

New Facilities:

- 1 playground
- 2 picnic tables
- .3 mi. paved trail
- landscape
- trash receptacles
- parking

Shiloh Park - APRD

The 7-acre park located adjacent to the Shiloh Center was significantly renovated to improve appearance and use. The park's overall condition and visual quality are good and the site furnishings are now excellent and accessible.

Renovations:

- 1 playground
- 1 basketball court
- 1 tennis court
- 2 picnic tables
- .25 mi. paved trail
- covered recreation area
- benches
- trash receptacles
- landscaping
- parking

East Area

Neighborhood Park

Charlie Bullman Park - APRD

This 6-acre park is owned by East Asheville Youth Athletic Association and leased to APRD who purchased an additional 2-acre parcel for parking.

Renovations:

- landscaping
- parking

Haw Creek Park - APRD

This new 6.25-acre park was developed with significant assistance from the Haw Creek Community Association and a grant from North Carolina Parks and Recreation Trust Fund. The site furnishings are excellent, the level of use is moderate, handicap accessibility is excellent and vandalism is minimal.

New Facilities:

- 1 picnic shelter
- 1 restroom
- 1 picnic shelter
- 1 gazebo
- 1 playground
- .5 mi. paved/unpaved trail
- interpretative signs
- benches
- trash receptacles
- drinking fountain
- landscaping
- parking

West Area

Recreation Center

Burton Street Center - APRD

The 2.3-acre park surrounding the Burton Street Center was recently renovated with assistance from the North Carolina Parks and Recreation Trust Fund. The center setting is now aesthetically attractive and much more functional for visitors.

Renovations:

- 1 playground
- benches
- interpretative signage
- drinking fountain
- security system
- landscaping

District Park

Richmond Hill Park - APRD

This 181-acre park overlooking the French Broad River is located in a beautiful, natural wooded setting. The majority of the park is intended for passive recreation with a modest amount of active recreation features. The overall condition and visual quality of the site is excellent.

New Facilities:

- 18-hole disc golf
- 2 mi. unpaved trails
- parking

Community Park

French Broad River Park - APRD

French Broad River Park, a 14-acre passive park, is the first in a series of river parks connected by the French Broad River Greenway. The overall condition and visual quality is in excellent.

New Facility:

- 1 dog park

Carrier Park - APRD

This 44-acre park is the largest along the French Broad River Greenway. The park received the Merit Award from the American Society of Landscape Architects for excellence in planning and design. The non-profit organization, RiverLink, donated the land and secured funds along with APRD to assist with park construction.

New Facilities:

- 1 playground
- 6 volleyball courts
- 1 basketball court
- 1 roller-hockey rink
- 1 lawn bowling court
- 1 baseball/soccer field
- 1.1 mi. paved/unpaved trail
- drinking fountains
- information kiosk
- trash receptacles
- 2 picnic tables
- landscaping
- parking

Buncombe County Sports Park – BCPRS

New Facilities:

- 7 soccer fields
- 1 trail
- picnic shelter
- picnic area
- volleyball court
- playground
- concession area
- restroom

Hominy Valley Park – BCPRS

Renovations:

- 5 baseball/softball fields
- 1 volleyball court
- 1 swimming pool
- 1 playground
- 1 tennis court
- picnic tables
- 1 concession area
- 1 restroom

Neighborhood Park

Malvern Hills Park - APRD

The most significant feature of this 8.4-acre park is the outdoor swimming pool. The overall condition of the park is good due to recent park renovations. Site furnishings are greatly improved along with handicap accessibility.

Renovations:

- playground
- .5 mile paved trail
- benches
- landscaping
- signs
- trash receptacles

Open Space/Linear Park

Amboy Road River Park - APRD

This new .5-acre passive park is part for the French Broad River Greenway. The overall condition and visual quality of the park is excellent.

New Facilities:

- .35 mi. paved trail
- 1 fishing pier
- information kiosk
- parking
- trash receptacles

Central Area

Recreation Center

Stephens-Lee Center - APRD

The center is located in the gymnasium of the historic Stephens-Lee High School located near downtown Asheville. The center and surrounding park were completed overhauled with assistance from the North Carolina Parks and Recreation Trust Fund.

Renovations:

- gymnasium
- craft room
- fitness room
- multipurpose rooms
- game room
- restrooms
- 2 playgrounds
- benches
- landscaping
- trash receptacles
- parking

Senior Opportunity Center - APRD

Senior Opportunity Center is one of two senior citizen centers and its visual quality and handicap access were greatly improved with a grant from the North Carolina Division of Aging.

Renovations:

- patio
- landscaping

Community Park

Livingston Street Park - APRD

This 32.3-acre park is a very level with a ball field as its predominant feature with trees along a creek.

New Facility:

- .25 mi. unpaved trail
- landscaping

Neighborhood Park

Kenilworth Park - APRD

Kenilworth at 3-acres offers both open areas and wooded terrain. The overall condition, visual quality, accessibility and site furnishings were dramatically improved.

Renovations:

- 1 playground
- benches
- landscaping
- picnic area
- walkways
- parking

Murray Hill Park - APRD

Murray Hill, a 7-acre park, is a level lawn area bounded by wooded slopes overlooking the French Broad River area.

New Facilities:

- .1 mi. paved trail
- information kiosk
- sidewalks
- gazebo/arbor
- trash receptacles
- bus shelter
- benches
- landscaping
- parking

Walton Street Park - APRD

Walton Street Park at 4.8-acres features an outdoor swimming pool surrounded by a park.

Renovations:

- 1 playground
- trash receptacles
- benches
- parking

Mini Park

Lakewood Park - APRD

Lakewood at .3-acres is one of the older parks in the APRD park system. It's overall condition and visual quality is now excellent due to comprehensive beautification and improvements.

Renovations:

- 1 playground
- landscaping
- parking

Magnolia Park - APRD

This historic .9-acre park was renovated with assistance from Montford Neighborhood Association and Quality Forward.

Renovations:

- playground
- landscaping
- trash receptacles
- basketball court
- benches
- parking
- .1 mi. paved trail

Special Use

Food Lion SkatePark - APRD

This new 1.75-acre park in downtown Asheville is a state-of-the-art park for skateboarders and in-line skaters. The 17,000 square foot concrete skate area consists of distinct areas for beginner, intermediate and advanced skateboarders.

New Facilities:

- skateboard park
- 1 concession
- 1 restroom
- 2 picnic tables
- drinking fountain
- benches
- trash receptacles
- landscaping
- security system
- parking

Memorial Stadium - APRD

This historic, multi-use stadium is located in the heart of the downtown Asheville and features a renovated multi-use field with in-ground irrigation and Bermuda grass.

Renovations:

- 1 multi-use field
- bleachers
- 1 restroom
- landscaping

Pritchard Park - APRD

This .3-acre urban park is located in the heart of the downtown Asheville business district, and was recognized by the International Downtown Association when it received the Downtown Achievement Award for park redevelopment. The park was entirely renovated by removing the bus transfer station and enhancing the park with vital features. The park is now very attractive, accessible and functional.

New Facilities:

- 1 amphitheater
- seating areas
- ornamental fountains
- ornamental rock work
- landscaping
- streetscape
- walkways
- drinking fountain

Urban Trail - APRD

This 1.7 mile, historic, urban trail in downtown Asheville includes granite markers and 30 interpretive stations many featuring significant artwork.

New Facilities:

- 30 interpretative stations
- granite trail markers
- ornamental crosswalks
- landscaping

Richard B. Meehan Parks and Recreation Maintenance Facility – APRD

The park maintenance headquarters is located next to Aston Park and was renamed for long-time Superintendent of Parks and Public Facilities Dick Meehan.

Renovations:

- exterior enclosure walls
- landscaping

INVENTORY AND ANALYSIS OF EXISTING RECREATION PROGRAMS

National Trends

APRD adopted national program trends to enhance the delivery of recreation services.

- **Fitness and wellness programs in the form of free weights and cardiovascular programs**
While additional free weights are needed, APRD implemented weight lifting clubs at the Reid Center and cardiovascular training equipment at the Shiloh Center and Stephens Lee Center. The new Employee Wellness Program began in the Athletics Division.
- **Earned income opportunities to support operations**
APRD instituted cost analysis for each recreation program to determine the fee schedule for both subsidized programs for children and senior citizens, and full cost recovery for adult programs. APRD expanded sponsorship opportunities and created the Asheville Parks and Greenways Foundation as a non-profit fundraising arm for park and recreation services.
- **Program standards with measurable outcomes for delivery of services**
Recreation center program standards and measures were developed to provide diversified programming as defined in the accreditation criteria for nature of services.
- **Marketing plans for facilities and programs**
An operations plan for each recreation center was developed including specific marketing strategies for overall programs and services.
- **Partnerships for program delivery**
APRD has traditionally held a number of partnerships in sports programs, and developed transportation for senior citizens through Mountain Mobility and Buncombe County, and programs for persons with disabilities through Special Needs First.
- **Neighborhood based, recreation core programs**
APRD adopted the “magnet center” model, which provides for a specific program focus at each recreation center coupled with the community’s need for close to home recreation opportunities to create the basis for program opportunities.
- **Organize staff structure to target demographic areas rather than program areas**
The Athletic Division was restructured to target youth and adult sports. The magnet center model at recreation centers target specific demographic and program areas.
- **Target intergenerational programs within centers and design hours of operation to meet the needs of targeted groups**
APRD revised its center operation plan to offer facilities and program opportunities on weekends and week day evenings while co-sponsored groups utilize facilities during the

weekday for un-supervised programs. This plan allows utilization of staff resources when they are most needed.

Program Area Improvements

Specialized Programs

- With the implementation of the magnet center model, additional emphasis is placed on providing recreation opportunities for persons with disabilities at Shiloh Center.
- Shiloh Center works with partner agencies such as Special Needs First to provide a coordinated spectrum of program opportunities. As the program continues to grow, additional emphasis will be placed on securing funding for programs and greater target marketing to reach this segment of the community.

Swimming Pools/Aquatic Programs

- APRD implemented “Pool Pals”, a program inviting sponsors to support a day at a pool that offers free pool admission and snacks for children.
- Malvern Hills Pool received a new filter system, and new lifeguard equipment was installed at both Malvern Hills and Walton Street Pools.

Senior Programs/Special Events

- Operate the Senior Nutrition Program in conjunction with the Council On Aging. Because of budget shortfalls, a \$1.50 donation is requested per person, and APRD has taken on a greater responsibility for the logistical support resulting in a wider variety of programs.
- PrimeTime, a senior travel program, offers trips for seniors with revenue designated to support additional center based programs.
- Senior programs are located at the two senior magnet centers at Harvest House and Senior Opportunity Center. The North Carolina Division of Aging named Harvest House a “Senior Center of Excellence”.

Adult Programs/Recreation Centers

- Program cost analysis determines financial liability and the amount of funding needed to support the program through fees, outside funds or in-kind donations.

Youth/Teen Centers

- Continue to work cooperatively with other agencies and local school systems to provide programs for teens. The Burton Street Center is the youth and teen magnet center.

Pre-School Programs

- With the loss of the Little Bear Care, the need for affordable pre-school programs and childcare is greater than ever. The East Asheville Center is the pre-school magnet center offering programs for tots and their parents at one centralized location.

District Special Events

- Each center host at least one community day/special event each year using the center advisory board to assist with event planning and organization. Activities are supported by a budget allocation, donations and sponsorships.

Outdoor Adventure/Education

- The Outdoor Recreation Program was developed to offer a wide variety of outdoor adventure and education programs including hiking, mountain biking, skiing, snowboarding, backpacking, youth programs, senior programs and special programs. The Montford Center is the outdoor adventure magnet center and recently acquired an indoor climbing wall.

Co-Sponsored Clubs and Programs

- The North Asheville Center is the co-sponsored group magnet center. Each group submits an annual co-sponsorship application with a fee to supplement the cost of facilitation.

After School/Day Camp

- The After School Program consolidated into two school locations with transportation provided by Asheville City Schools, thus allowing APRD to maintain program fees in line with the local market while adding value. The After School Program was recently designated a four-star program, the highest rating offered, by the Buncombe County Child Development Program for increased staff levels and program quality.

Summer Playground/Teen and Rec-n-Roll

- The Summer Playground Program reduced the number of program sites to seven for ages 6-14, and added a nominal weekly participation fee.
- Rec-n-Roll and the Teen Program were discontinued due to funding limitations.

Food Service

- The Food Service Program was eliminated in the Summer Playground Program, and reduced in the Summer Day Camp Program due to funding limitations.

Transportation

- APRD owns and operates three vans for participant transportation, and cooperatively uses activity buses from Asheville City Schools to reduce summer program transportation cost.

Co-Sponsored Outdoor Special Events

- APRD instituted the outdoor special event program with a part-time event specialist who manages the application, approval process and mandatory requirements for the co-sponsoring group.

Youth Basketball

- APRD continues to expand youth basketball programs and cooperatively offer a program with the YMCA and a group of volunteers in the West Asheville community.

- A summer 3 on 3-basketball league is offered in cooperation with the Asheville Police Department.

Adult Basketball

- New basketball courts are located at Carrier Park. Funding limitations prevent APRD from building a basketball complex
- APRD offers a young adult 3 on 3-basketball league in conjunction with the Asheville Police Department.

Cultural Arts

- The Cultural Arts Division was developed to be more efficient and effective in responding to the ever-growing need and production of cultural art programs, special events and festivals, while recognizing the value of cultural arts programs and activities that significantly contribute to the economy of Asheville and Buncombe County.
- Festivals: Bele Chere, First Night Asheville, Fourth of July Celebration, Film Festival, Halloween Spooktacular, Easter Eggstravaganza and Summer Jamz are designed to have a significant economic impact on the region while enhancing the cultural life of residents and visitors. Improvements to First Night involved moving it from outdoors into the Asheville Civic Center bringing it all under one roof and eliminating the impact of winter weather conditions.
- Film: The Cultural Arts Division serves as the liaison to Asheville Film Commission to advance the film industry in western North Carolina. The Commission works in cooperation with the Western North Carolina Film Commission and the North Carolina Film Commission, and acts as the liaison to film crews. The Asheville Film Festival debuts in 2003 to celebrate the emerging and established artists in the film industry while showcasing Western North Carolina as an area rich in talent and resources.
- Public Art: The Cultural Arts Division serves as the liaison to the Public Art Board established to advise and make recommendations about the Public Art Program to the Asheville City Council.
- Reid Center for the Creative Arts: The Reid Center is designated as the creative arts magnet center for performing and visual art for all ages. The center is equipped with a 300-seat theatre, dance studio, visual art and music studios, computer/media room and gallery space. Future plans include an outdoor amphitheatre, art courtyard and a cafeteria.
- Cultural Renaissance Program: A series of hands-on, multi-disciplinary cultural arts activities and training for youth ages 7 to 18, facilitated by professional artists at centers and day camps.
- Reid Center Mural: The mural came to life during the first year of operation in the Cultural Renaissance Program. The project was led by mural artist Tommie Robinson who directed at-risk youth in an interpretive project of historical significance and demonstrates the contribution of the neighborhood through the eyes of youth.
- Co-Sponsored Events: APRD co-sponsors over 100 festivals and events each year with organizations and agencies in Asheville. Events are culturally diverse and range from Shindig on the Green, a celebration of Appalachian music, to the Goombay Festival, an African American-Caribbean cultural festival.

RECREATION STANDARDS AND COMMUNITY NEEDS ASSESSMENT

APRD continues to use the Recreation, Park and Open Space Standards and Guidelines as recommended by the National Recreation and Parks Association as the best practice standards for the quality and distribution of recreation land and facilities within the Asheville community.

Evaluation of Park Land Needs

Since the beginning of the planning period, APRD added 259 park-acres and 8.35 miles of trails. The revised recommended total park acreage by 2015 is 844 acres including 2 district parks, 3-7 community parks, 19 neighborhood parks, 25-26 mini parks.

District Park:	Richmond Hill Park - 181 acres
Community Park:	Carrier Park – 44 acres
Neighborhood Park:	Haw Creek Park – 6.25 acres Jake Rusher Park – 4 acres Murray Hill Park – 7 acres Jones Ball Field and Playground – 6 acres
Mini Park/Tot Lot:	Herb Watts Park – 1.5 acres
Greenway:	Glenn’s Creek Greenway – .8 miles French Broad River Greenway – 1.1 miles Other Trails – 4.75 miles
Specialty Park:	Food Lion Skatepark – 1.75 acres Urban Trail – 1.7 miles

Evaluation of Facility Needs

The addition of new parkland includes a variety of new facilities within the parks. Based upon the standards, additional facility needs are listed below.

- 4 Soccer Fields
- 10 Volleyball Courts
- 7 Racquetball Courts
- 20 Shuffleboard Courts
- 13 Horseshoe Pits
- 545 Picnic Tables
- 24 Picnic Shelters
- 40 Playgrounds
- 22 Miles Of Fitness/Jogging Trails
- 1 Ice Skating
- 1 Amphitheaters
- 3 Recreation Centers W/O Gyms
- 1 Swimming Pool
- 3 Golf Courses
- 8.35 Miles Of Walking/Bike Trails/Routes

MASTER PLAN PROPOSALS AND RECOMMENDATIONS

Roles of Providers

State of North Carolina – APRD will continue to pursue the State of North Carolina to assist with park land acquisition, developing new parks and renovating existing ones through the Division of Parks and Recreation in the Parks and Recreation Trust Fund and Recreation Trails Program; Department of Transportation Enhancement Program and Bicycle and Pedestrian Program and the Clean Water Management Trust Fund.

Private Sector/Corporate Community – APRD should continue to maintain successful relationships with corporations such as Food Lion, Ingles, Progress Energy and Pepsi, and should pursue new relationships with untapped local and national corporate partners in providing leisure services.

Partnership Opportunities

A private developer may lease City property to develop a special use facility using private funds. During the lease period, the developer returns a portion of the revenue to the City. At the end of the lease the facility reverts to City ownership. Examples may include a golf course, golf academy, restaurant, ice rink, aquatic park, concession facility, gift shop, conference center, campground, preschool, daycare facility, and day camp.

Park Proposals and Recommendations

District Parks

Proposed District Park Facilities

APRD is developing Richmond Hill in the North Planning District, and Azalea Park in the East Planning District. Master plans exist for both parks that identify preservation of natural areas and site-specific recreation features.

Community Parks

Existing Community Park Facilities

Additions and improvements were made to existing community parks.

- *Acquire adjacent property where available to increase facility offerings and/or secure perimeter buffers such as at Aston and Shiloh.*
As parcels of property become available, staff will evaluate and consider purchase. A parcel is being considered adjacent to Carrier Park, and at the future Azalea Park.
- *Add more picnic and seating spaces*
A new picnic shelter and tables are in the master plan for the next phase of Carrier Park.
- *Add and improve play areas.*
A new playground was installed at Carrier Park.
- *Develop more facilities at Livingston Park*
A new trail was installed around the perimeter of the park.
- *Add and improve parking areas.*

New parking was installed at Carrier Park.

- *Improve signage and landscaping.*
New trees were installed at Livingston St. Park.
- *Install or improve items such as walkways, drinking fountains, and restrooms.*
New walkways and drinking fountains were installed at Carrier Park.
- *Improve disabled accessibility within the parks.*
Accessibility was improved at Reid Center. All new facilities are built to comply with Americans with Disabilities guidelines.
- *Consider designated space within the parks for use by pets.*
A dog park was added to French Broad River Park.

Proposed Community Park Facilities

A park in the West Planning District is proposed in the Erwin Hills area near the Eliada Home property just north of Leicester Highway. The site may be a possible alternative location for a mega creation center.

Neighborhood Parks

Existing Neighborhood Park Facilities

Additions and improvements were made to existing neighborhood parks.

- *Renovate and improve play equipment areas to current standards.*
Playground renovations were made at Magnolia Park, Weaver Park, Malvern Hills Park, Kenilworth Park and Walton Street Park. A new playground was added to Shiloh Park and Jones School. Outdated fitness trail equipment was removed at Martin Luther King, Jr. Park.
- *Improve parking areas where offered.*
Parking was improved at Charlie Bullman Park and Food Lion SkatePark
- *Add more picnic and seating spaces.*
Picnic shelters and seating were improved at Magnolia Park, Weaver Park, Kenilworth Park and Oakley Park. New shelters and tables were installed at Shiloh Park and Haw Creek Park.
- *Improve restroom accessibility and security at sites that offer facilities.*
Restroom accessibility was improved at Malvern Hills Pool.
- *Improve overall disabled accessibility within parks.*
Handicap accessibility was improved at Weaver Park, Malvern Hills Pool, and at the playgrounds at Kenilworth Park and Walton Street Park.
- *Improve signage and landscaping.*
New signs were installed at Malvern Hills Park playground and at Charlie Bullman Park and Jones School Ball Field and Playground.
- *Site and program sports fields or courts to be sensitive to the surrounding neighborhood.*
Fields were designed to account for the surrounding neighborhoods at Weaver Park, Charlie Bullman Park and Martin Luther King, Jr. Park.
- *Install, improve, or renovate items such as walkways, drinking fountains and picnic shelters.*
Improvements were made at Magnolia Park, Oakley Park, Weaver Park and playgrounds at Malvern Hills Park and Kenilworth Park. New was installed at Haw Creek Park.
- *Link parks to existing neighborhood walkways, where feasible to proposed greenways/trails.*
Malvern Hills Park was linked to surrounding neighborhood with a new trail.

Proposed Neighborhood Park Facilities

The Master Plan calls for six new neighborhood parks. To date APRD is developing Jake Rusher Park in the South Planning District, and a park in the Dingle Creek area is still proposed. Haw Creek Park was developed in the East Planning District. Two neighborhood parks in the North Planning District and one in the West Planning District are still proposed.

Mini Parks

Existing Mini Park Facilities

Additions and improvements were made to existing mini parks.

- *Renovate and improve play equipment areas to current standards.*
New playground equipment was installed at Burton Street Center, East Asheville Center, West Asheville Center and at Stephens-Lee Center.
- *Add more picnic and seating spaces.*
Picnic and seating areas were added to East Asheville Park and Stephens-Lee Center.
- *Improve restroom accessibility at sites that offer facilities.*
Restrooms were improved at East Asheville Center and renovated at the Stephens-Lee Center.
- *Improve overall disabled accessibility within parks.*
Disability access was improved at the playground at East Asheville Center, Stephens-Lee Center and at the playgrounds at Burton Street Center and West Asheville Center.
- *Install, improve, or renovate items such as walkways, drinking fountains, and picnic shelters.*
Improvements were made at East Asheville Park and Stephens-Lee Center.
- *Improve signage and landscaping.*
New signs were installed at Stephens-Lee Center, and at the playgrounds at Burton Street Center and West Asheville Center.
- *Re-use under utilized tennis court sites for other recreation opportunities such as basketball, skateboarding, and in-line skating.*
The tennis court near the Reid Center is currently being considered for a BMX facility.

Proposed Mini Parks

The Master Plan calls for nine new mini parks. To date APRD has developed the new playground and ballfield at Jones School in the North Planning District. Mini parks in the South, East and West Planning Districts are still proposed.

Special Use Parks/Facilities

Existing Special Use Facilities

Additions and improvements were made to the following special use facilities:

- **Food Lion SkatePark**
A new 17,000-foot concrete skateboard and in-line skating special use facility was developed.
- **French Broad River Park**
A dog park was added to the park.

- **French Broad River Park Phase IV**
The first phase of the park is complete and features special facilities of a bicycle and walking track, in-line hockey rink and lawn bowling.
- **Richmond Hill Park**
The park includes disc golf as a special use facility.
- **Memorial Stadium**
A renovation plan currently under development includes field lighting upgrade, artificial turf, concession and restroom building, playground and a veterans' memorial.
- **City-County Plaza**
Pack Square Conservancy, a non-profit organization to assist with park design and fundraising, is currently leading the master plan process to redevelopment of the plaza.
- **Pritchard Park**
Formerly the Asheville Transit transfer station, this park was built in the heart of downtown as a central green space and gathering spot featuring attractive landscaping, waterfalls and seating areas.
- **Riverside Cemetery**
New fencing and historic markers were installed along with upgraded maintenance plan.
- **Richard B. Meehan Parks and Recreation Maintenance Facility**
Constructed a new parameter fence and chemical storage room.

Proposed Special Parks or Facilities

The Master Plan calls for five new or improved specialty facilities. To date, APRD is developing an athletic complex at two new parks. Richmond Hill Park will include a four-field little league baseball and one-field football/soccer complex along with concession, restrooms and parking. Azalea Park (formerly Lake Craig) will feature a four-field soccer complex. Malvern Hills Pool will be upgraded with a new filter system. Large recreation centers, an indoor pool and Bee Tree Lake are still proposed.

Greenway Trails

Upon completion of the Asheville Greenways Master Plan, the Planning Department transferred greenway development and future planning to APRD. The Greenway Commission was designated by Asheville City Council to serve as a citizen advisory board for greenway development.

Existing Greenway Trails

- **French Broad River Greenway**
Developed the next two segments of trail along the French Broad River and Amboy Rd. featuring two new parks, Amboy Road River Park and Carrier Park.
- **Glenn's Creek Greenway**
Developed the segment of trail along W.T. Weaver Blvd. connecting Merrimon Ave., UNC Asheville and Broadway.

Proposed Greenway Trails

- **French Broad River Greenway**
Continue the trail from Carrier Park to Hominy Creek Park.

- **Reed Creek Greenway**
Develop the trail along Reed Creek and Broadway to connect the Glenn's Creek Greenway to downtown Asheville.
- **Swannanoa River Greenway**
Develop two segments of trail along the Swannanoa River. One located in Azalea Park, and the other in conjunction with Walmart as part of the Riverbend Marketplace project.
- **Clingman Forest Greenway**
Develop the section of greenway through the Clingman Forest neighborhood in conjunction with Mountain Housing Opportunity.

Other Park and Greenway Considerations

- *Conduct a safety evaluation inventory of all parks and correct problem areas.*
Safety evaluation is done on a daily basis at parks. Park Maintenance staff attend a monthly safety meeting.
- *Establish maintenance inspection standards for each park area with maintenance levels.*
The Quality Tour Program is designed to assess and evaluate each park annually to identify the level of park standards and safety concerns.
- *Consistent signage and color schemes are needed to brighten up the parks.*
Park signage is updated as needed.
- *A playground replacement program needs to be incorporated into the budget process to upgrade all levels of play equipment.*
The playground replacement plan includes replacing or renovating two playgrounds per year.
- *More signage on streets is needed to identify locations of parks in neighborhood areas.*
Park location street signs have been installed for Ray Kisiah Park and Harvest House. More signs will be installed as approved.
- *Designated practice fields need to be established along with signage.*
Practice fields with signs will be made available as space in existing or new parks become available.
- *Neighborhood adoption of parks is needed to assist in the maintenance of the parks.*
Ongoing dialogue continues within neighborhoods with the Montford Neighborhood Association for Montford Park and the Haw Creek Community Association for Haw Creek Park. The WNC Soccer Foundation will assist with funding the maintenance plan for the soccer complex at the future Azalea Park.
- *Existing recreation facilities in the parks need to be visually unified. Applying site standards along with consistent color schemes can do this.*
This will be addressed as funding becomes available.

Facility Proposals And Recommendations

The Master Plan calls for improvements that allow for recreation facility expansion while complying with building codes and the Americans with Disabilities Act. To date, APRD has accomplished the below.

- Baseball/Softball Fields

New field construction with one field at Jones School, one at Carrier Park. Four fields are proposed for Richmond Hill Park.

- Youth Soccer Fields
One new field was constructed at Carrier Park. Four fields are proposed for Azalea Park and one at Richmond Hill Park.
- Volleyball Courts
Seven new courts were developed at Carrier Park.
- Picnic Shelters and Tables
Four picnic tables were installed in the first phase of Carrier Park, one shelter with tables was constructed at Murray Hill Park, and shelters are planned for Azalea Park and the next phase of Carrier Park.
- Playground Activities
Renovations took place at 15 playgrounds, and three new playgrounds were installed at Jones School, Jake Rusher Park and Carrier Park. New playgrounds are planned for Azalea Park and Richmond Hill Park.
- Swimming Pools
Replacement of the filter system is planned for Malvern Hills Pool.

Program Proposals and Recommendations

The items below are a combination of program, policy, procedures and funding recommendations.

Immediate Program Considerations

- *Expand hours of operations at recreation centers to be inline with national averages that allows for expanded program opportunities and revenue.*
Although center operation hours were not expanded due to significant budget constraints, the hours of operation were adjusted to accommodate more weekend and evening use. Select co-sponsored groups are designated to access facilities to minimize staff time but maximize use.
- *Establish a set of core programs at each recreation center that matches the demographics of the neighborhood the recreation center serves and meets the needs of the neighborhood.*
Center operation plans establish a set of core programs at each center as approved by each center's citizen advisory board.
- *Evaluate program lifecycles and establish where in the lifecycle each program and event currently exist.*
Programs are evaluated beginning, during and at completion and adjustments are made.
- *Create facility standards in recreation centers for cleanliness, signage, equipment levels and room capacity levels.*
Cleanliness, signage, equipment levels and room capacity levels are all components of the Quality Tour Program, which monitors facility standards.
- *Develop consistent pricing strategies for all program service areas that evaluate the benefits received against an established tax subsidy level, and willingness to pay level.*
Staff review and recommend the annual fees and charges schedule which goes to the APRD Advisory Board and City Council for approval.

- *Create written partnership agreements with key partners that provide services and special events with the City.*
A written co-sponsor agreement has been established for special events such as Goombay, Shindig on the Green and the Greek Festival.
- *Establish performance measures that track program success such as customer satisfaction levels, capacity use of facilities, standard levels met, revenue to expense expectations, user return rates, and programs offered versus those that actually take place.*
APRD conducts cost analysis of all program fees based on facility use, instructor fees and other costs associated with the program.
- *Create market plans that are program specific and site specific to maximize utilization of resources.*
Marketing plans exist for most areas in accordance with APRD's marketing strategy.
- *Create an activity based costing model for each facility and program area to determine true cost for each service provided.*
APRD uses a cost analysis program for each facility and program.
- *Develop a computerized registration system that is accessible at multiple locations and allows programs to be more customer friendly to meet citizens needs.*
Computerized registration is available through RecTrac at all recreation centers, and on-line at www.ashevilleparks.org.
- *Complete an inventory of all recreation center equipment to identify what is no longer in use, outdated or broken. Replace the equipment to enhance program services.*
Equipment inventory is completed through the annual surplus property program and fixed assets.
- *Most recreation centers are in need of a major image change in terms of color schemes, signage, outside decor, lighting and landscaping.*
A landscaping plan has been developed for most centers in terms of lighting and plant material, along with standard signage for each center.
- *Outside of special events and more sponsorship opportunities need to be incorporated into all recreation programs.*
The Sponsorship Coordinator facilitates over \$1 million in sponsorship opportunities each year for events and facilities.

Individual Program Recommendations

Specialized Programs

- *Consider partnering with other agency providers.*
Partnerships exist based on specific areas of service and mutually beneficial program goals.
- *Seek sponsorships with local businesses to help offset program costs.*
Sponsorship opportunities are identified and coordinated by the Sponsorship Coordinator with assistance from program staff.
- *Create more programs that encourage mainstreaming.*
All programs are inclusive and include the involvement of minorities and people with disabilities in planning and implementation.

Swimming Pools/ Aquatic Programs

- *Provide pre-school and infant/parent swim classes.*
A pilot program was implemented at Malvern Hills, but was discontinued to avoid competition with the YWCA.
- *Implement water basketball and volleyball programs.*
Walton Street and Malvern Hills Pools offer water basketball and volleyball programs.

Senior Nutrition

- *Create sponsorships to help offset program costs.*
Program cost is offset through a grant with the Council on Aging.
- *Utilize more volunteers to offset staff costs.*
A large number of volunteers participant in the program.
- *Create themes around meals to provide variety.*
Menus are preplanned based on the Senior Nutrition Program standards.
- *Provide transportation to the program.*
Mountain Mobility and APRD provide transportation for senior programs.
- *Provide kitchens on-site to enable staff to prepare meals.*
Meals are prepared at an off-site kitchen and delivered to meal sites as directed by the Senior Nutrition Program.
- *Program by age dividing age groups in five-year increments.*
Age specific programming occurs with older seniors attending Senior Opportunity Center and younger seniors attending Harvest House.
- *Create programs to improve the seniors' quality of life through wellness programs, fitness programs, intergenerational programs and activity clubs.*
Wellness and fitness programs, intergenerational programs and activity clubs are offered at both senior centers.

Senior Programs/Special Events

- *Sponsorships for trips and special events to assist with expenses.*
Special events generate in-kind contributions.
- *Partner with other agency providers to utilize resources.*
Partnerships are established with the Council on the Aging and other agencies focusing on seniors and people with disabilities.
- *Create intergenerational programs to promote interaction with youth.*
Intergenerational programming takes place in the Summer Playground Program and the Cultural Renaissance Summer Arts Program.
- *Create Grandparenting programs.*
Grandparenting programs are currently being developed.
- *Offer babysitting programs at senior centers for grandparents who are caretakers for grandchildren.*
Babysitting programs are not available at senior centers.

Adult Programs/ Recreation Centers

- *Provide more one-day and short course programs.*

Programming is moving from weekly programs to weekend and one day programs whenever available.

- *Offer childcare during adult programs.*
Childcare is currently not available during adult programs.
- *Provide parent/child programs to encourage family interaction.*
Parent/child programs are available such as Mom & Tots at East Asheville Center and Treks for Parents and Tots in the Outdoor Program.

Youth/Teen Centers

- *Use the program to create projects in the City that demonstrates the positive side of youth.*
Positive youth programs are being developed through the magnet program at Burton Street Center and in the design and production of the Reid Mural.
- *Promote youth interaction with the community through a City beautification program.*
Service learning and civic awareness projects occur through participation in the 21st Century Community Learning Centers Program.
- *Provide incentive programs at recreation centers for good grades.*
Earning good grades drives participation in the Earning by Learning Program and youth sports program.
- *Utilize volunteers to help offset staff costs.*
Volunteers are utilized whenever possible.
- *Partner with local business to help offset program costs.*
Partnerships with local businesses offset program costs whenever possible.
- *Implement Work-Reation, Mayor's Council on Youth, Smart Bars or Youth Day programs to encourage community awareness.*
The Youth Employment Services was eliminated due to budget constraints.

Pre-School Programs

- *Provide more parent/tot classes.*
Pre-school programs are offered as part of the magnet focus at East Asheville Center and in the Outdoor Program.
- *Offer more 1-day classes to reduce time commitment on parents.*
A variety of class times are offered and selected based on convenience and availability.
- *Offer programs that coincide with adult programs.*
Coinciding programs are not available at this time.
- *Offer computer skills classes.*
Computer laboratories are currently being developed at several recreation centers.
- *Host a toy fair to help promote Little Tykes, Fisher Price and Toys-R-Us products in order to get equipment/toys for the program.*
Toys-R-Us, Disc Toys and several area toy stores donated a variety of items to the East Asheville and Murphy-Oakley Centers.

District Special Events

- *Use volunteer support to offset staffing cost.*

Each center sponsors a Community Day, Soul Food Buffet and other special events primarily through volunteer support.

- *Pursue more sponsorships from local businesses or agencies.*
In-kind contributions and sponsorships by local businesses are encouraged and coordinated by the Sponsorship Coordinator with assistance from program staff.

Outdoor Adventure/ Education

- *Provide special interest programs such as Women in the Outdoors, Single Parent Camping, Backpacking, Mountain Biking, Environmental Camps, etc.*
The Outdoor Recreation Program offers outdoor adventure programs including special programs for women and a variety of camping, mountain biking, environmental outdoor adventure and education camps, etc. The Montford Center is the outdoor adventure magnet center.
- *Partner with local businesses to sponsor programs and create a community bank of volunteer hours for instruction and scholarships.*
APRD has an Employer Volunteer Program.
- *Consider adding a full-time staff person to coordinate these programs.*
The full-time position of Outdoor Recreation Specialist has been added.

Co-Sponsored Club and Programs

- *Charge clubs a nominal fee to help offset costs of facility use.*
A \$50 co-sponsorship application fee is required for all groups who wish to be considered as co-sponsored.
- *Provide opportunity for club members to volunteer time in exchange for facility use.*
Bartering with agencies and organizations for programs and volunteer time in exchange for facility use is encouraged.

After School/Day Camp

- *Provide ongoing training for instructors throughout the year.*
Training through Buncombe County Child Development is provided annually.
- *Hire substitute instructors or utilize volunteers where appropriate to float from site to site.*
Rotating substitute instructors and volunteers are utilized whenever possible.
- *Utilize volunteers and look for more sponsorships to help offset program costs.*
The Sponsorship Coordinator coordinates sponsorship opportunities with assistance from program staff.
- *Provide programs that promote art skills.*
The Reid Center is the magnet center for creative arts, and the Murphy-Oakley Center is the magnet center for arts and crafts. The Cultural Renaissance Summer Arts Programs places artists in residency at recreation centers and day camp sites.
- *Offer tournaments and competitions in different sports or even art programs.*
Competitions are not held. APRD encourages unified programs and limits competitive activities in this age group.
- *Consider changing program hours and charge for before and after care.*
Program hours are based on state licensing standards.

Summer Playground/Teen Rec-n-Roll

- *Consider partnering with other agencies to provide programs.*
APRD partners with Asheville City Schools, Buncombe County Schools and several youth service agencies for a variety of programs. Rec-n-Roll was eliminated because of budget constraints.
- *Utilize volunteers to help offset program costs.*
APRD utilized volunteers whenever possible.
- *Seek sponsorships from local businesses to help fund or run the program.*
The Sponsorship Coordinator coordinates sponsorships from local businesses with assistance from program staff.

Food Service

- *Consider utilizing more volunteers to help offset costs.*
Volunteers are utilized to help offset costs whenever possible.

Transportation

- *Create sponsorship agreements with local businesses to help with funding the program.*
Transportation agreements have been established with several local agencies and businesses.
- *The Department should purchase vehicles for the privilege of constant access.*
APRD added one van and is currently expanding its vehicle fleet.
- *Charge participants a nominal fee for utilizing the program.*
Transportation charges are required for select programs.
- *Build the cost of transportation into program fees.*
Transportation costs are included in the overall fee for select programs.

Co-Sponsored Special Events

- *Make partners aware of the value the Department brings to an event.*
Economic impact numbers are indicated in the Outdoor Events Manual and the annual co-sponsorship report to City Council.
- *Charge a percentage of revenue from events rather than a flat fee.*
Percentage of revenue is not charged due to monitoring difficulties.
- *Establish set requirements for groups wanting to co-sponsor events with the Department.*
APRD has a co-sponsorship application process utilizing strict guidelines and criteria.

Youth Basketball

- *Incorporate national certification coaching programs.*
The Athletics Division implements the coaches training program.
- *Seek more sponsorship opportunities to help cover budget costs by “selling the benefits” of the program to local businesses.*
The Sponsorship Coordinator coordinates sponsorship opportunities with assistance from program staff.
- *Promote activities that will involve older girls in the program.*
The Athletics Division offers a girls basketball program.

- *Market programs to encourage more participation in program.*
Athletic programs are included in the APRD marketing plan.
- *Create additional space for leagues by utilizing other City gyms.*
All area gymnasiums such as Asheville City Schools and the YMCA, are utilized.

Youth Baseball

- *Implement certification program for coaches.*
The Athletics Division implements the coaches training program.
- *Create plan to upgrade each field in the City.*
Fields are in the process of being updated.
- *Consider building a new baseball/softball complex.*
A new baseball/softball complex is planned for Richmond Hill Park.
- *Get the Department involved with the organization of the program as a “professional representative.”*
APRD is in the process of becoming more involved in program organization as a professional representative.
- *Implement program to offer more opportunities in girls and women’s softball.*
The women’s softball program has over 300 participants.
- *Help improve the parent organization’s cash management of program.*
Assistance is provided through operational manuals and annual audits.

Adult Softball

- *Program brochures need to depict the benefits/advantages of the program.*
Promotional brochures will be developed as indicated in the marketing plan.
- *Provide more specialty leagues such as 50 years and older.*
Specialty leagues are not provided due to limited playing fields.
- *Offer leagues for 3rd shift workers during the day.*
Day leagues are not offered due to staff availability.
- *Implement more tournaments.*
Additional tournaments are provided through the American Softball Association.
- *Move fences to 250’ and 275’ as players grow older to keep them playing.*
Field dimensions are based on standards established by the American Softball Association.

Adult Basketball

- *Build complexes containing 4-5 adult basketball courts that allow youth play during non-prime time use, and attract clinics and tournaments for economic appeal.*
New complexes are not currently being developed due to limited resources and financial constraints.
- *Promote 3 on 3 tournaments for adults over 30.*
The National Basketball Development League, Asheville Altitude, and Stephens-Lee Alumni sponsor 3 on 3 tournaments.
- *Promote or provide an off-season high school league.*
APRD offers on-season high school league and off-season midnight basketball.

Volleyball

- *Provide more recreational playtime for non-power players.*
A court for non-power players is available at the Carrier Park.
- *Offer corporate programs for volleyball.*
No corporate program is provided at this time.
- *Offer youth co-ed volleyball for teens between 13-18 years of age.*
Youth co-ed volleyball is available through the Biltmore Valley Volleyball Club, Carrier Park and other designated centers.
- *Implement summer volleyball clinics.*
Clinics are provided through co-sponsorships with the Asheville Volleyball Club and the Biltmore Volleyball Club.

First Night

- *Consider developing a request for proposal for marketing the sponsorship for the event*
The Sponsorship Coordinator develops sponsorship proposals for the event, which generates \$25,000 to \$50,000 annually.
- *Consider a two-price ticket for youth and adults.*
A two-price ticket was implemented. Children under 8 are admitted free.
- *Have more roving entertainers.*
Roving entertainment is provided at the event.
- *Possibly incorporate a small carnival for kids to add value to a family entertainment component and give the City added ticket revenue.*
A children's interactive area is part of the event and generates additional revenue through increased attendance and ticket sales.
- *In order to increase sales of the passport, consider allowing groups to sell the passport for a set price while keeping a \$1 as part of a fundraiser for their group.*
The event sponsor implements a direct sales plan.
- *The event could use a spokesperson that is a media celebrity.*
Contracting media celebrity was not cost effective and therefore not utilized.

ACTION PLAN

Park and Facility Development

- Develop Azalea Park.
- Develop Richmond Hill Park in conjunction with the National Guard Armory Readiness Center.
- Continue to upgrade playgrounds by renovating at least two per year.
- Establish a program to renovate tennis courts by resurfacing at least two per year.
- Renovate Memorial Stadium to establish a premiere facility for semi-professional sports in western North Carolina.
- Replace ball field lights to meet national standards.
- Develop park master plans for at least eight facilities to plan for future development.
- Renovate Montford Complex with special attention to the Hazel Robinson Amphitheater.
- Renovate ball field turf and add irrigation to insure turf meets standards.
- Explore options for funding facility infrastructure needs.
- Continue greenway development per the Asheville Greenways Master Plan, and double the amount of greenways in the next five years.
- Explore funding options for the development of mega centers.
- Explore possible locations for BMX facility.

Recreation Programs

- Develop the After School Program to be 100% self-supportive.
- Continue to evaluate the magnet center concept to insure comprehensive programming.
- Continue profitable operations at Food Lion SkatePark.
- Explore opportunities for revenue generating programs and activities while insuring no participant is turned away due to cost.
- Explore expanding operating hours at recreation centers.
- Continue cost analysis on all activities and include the subsidy in all promotions.
- Continue to insure the standards of the Recreation Center Operations Manual are completed by Center Directors.
- Explore other adult and youth sports programs of interest to the community.

Cultural Division

- Continue to monitor the number of co-sponsored groups to insure financial and staff resources are not overburdened.
- Make the Reid Recreation Center for Creative Arts into a regional creative art center.
- Make the Festival Fund self-supportive by 2005.
- Explore future festivals and events that meet the cultural needs of the community and increase revenue for the Festival Fund.
- Include minority business interest in the operation of festivals and events where possible.
- Expand the Cultural Renaissance Program into a year-round program.
- Explore the possibility of gated concert(s) at Bele Chere.
- Develop a youth community choir.

Administration Division

- Implement the five-year fundraising plan.
- Produce the Annual Report by October of each year.
- Monitor and update the Marketing Plan to insure programs and APRD's image is communicated to the public.
- Continue to explore sponsorship opportunities for festivals, events, programs and facilities.
- Develop long-lasting media sponsorships with special attention given at the department-wide level of involvement.
- Continue to pursue the development of a Marketing Coordinator position.
- Improve the web page and develop more public interaction.

2005 ADDENDUM

The Asheville Parks and Recreation 2015 Comprehensive Master Plan, adopted by Asheville City Council in 1998, was developed by the Asheville Parks and Recreation Department (APRD) in conjunction with Woolpert, LLP, based upon a review of the entire community, an analysis of the existing park system, identification of user needs, development of recreation standards and adherence to stated recommendations and proposals. The plan recommends a review every five years to track the Department's progress toward its goals and to keep the plan current with the community's recreational needs.

In 2003, an addendum of the entire plan was completed and approved by the Parks and Recreation Advisory Board. In 2004, City Council voted to notify Buncombe County that they wish to terminate the Water Agreement that was established in 1984. As part of this Water Agreement, a number of recreation facilities were transferred to the County. These facilities included Aston Park, McCormick Field, Recreation Park, Municipal Golf Course and Asheville-Buncombe Youth Council. Because of the pending termination of the Water Agreement, these facilities are scheduled to return to the City of Asheville no later than June 30, 2005. In addition, Buncombe County has notified the City of Asheville that they do not wish to renew the lease for the Nature Center. This 30-year lease expired in 2004 as well.

In an effort to ensure that these facilities are incorporated into the Asheville Parks and Recreation 2015 Comprehensive Master Plan, it is necessary to prepare an addendum to that plan. In late 2004, the Parks and Recreation staff completed a comprehensive review of the above mentioned facilities in order to assess their current condition and to develop a comprehensive plan for the future. These reviews will become part of the overall Master Plan for the City of Asheville. The Department has developed a Master Plan for Aston Park which was approved by the Parks and Recreation Advisory Board at its January 2005 meeting. In addition, the Advisory Board approved this 2005 Addendum to the Parks and Recreation Master Plan. Listed below are specific improvements to be addressed in this Master Plan.

Aston Park

Oldest Asheville park – constructed in 1898

Renovations/improvements:

- Sign
- Playground
- Fencing
- Parking/handicap accessibility
- Picnic shelter

Add:

- Irene and Dick Covington Tennis Center
- Trail head
- Landscaping
- Interpretive signage for historical aspect

As staff continues to develop individual master plans for the proposed County facilities that will be transferred, these will be added as future addendums to the Master Plan. In addition, funds have been and will continue to be added to the Capital Improvement Budget for the City of Asheville for these facilities. Attached to this addendum is the Transition Plan for these facilities.

In addition to facility improvements, staff will be working to develop a Comprehensive Operation Plan, Maintenance Plan and Marketing Plan for these facilities.

Proposed Transition Plan for Transfer of Property back to City of Asheville

(Assumes that official transfer will occur 7/1/05)

October, 2004

- Complete analysis of County facilities by City Parks and Recreation Staff.
- Meet with Human Resources Department to outline positions from County to be transferred.
- Human Resources begins job analysis of positions to determine pay grade within the City.
- Meet with Information Technology Department to discuss computer and communication needs.
- Determine plan for Covington Building at Aston Park Staff.
- Establish an agreement with County on construction of Covington Building on County property.
- With legal assistances begins discussions with Asheville Tourist about contract negotiations.

November, 2004

- Develop organizational structure for transfer within the Department.
- Develop Recreation program plan for all facilities for a 1-5 year period
- Determine additional staffing needs, if any, for the transfer.
- Begin preliminary discussion of capital needs for the facilities.
- Meet with Accounting and Budget to establish account codes for facilities.
- Fleet Management to assess the vehicles to be transferred.
- Park Maintenance staff to assess all off-road vehicles and equipment to be transferred.

December, 2004

- Begin working on operating and capital budget for facilities to be transferred.
- Human Resources completes analysis of positions to be transferred to determine pay grade.
- Information Technology completes analysis and costs for computer and communication needs.
- Bid out construction for Covington Building at Aston Park

January, 2005 (Assumes that water agreement negotiations have continued)

- Staff continues to work on operating and capital budget information.

- Human Resources drafts a letter to County employees that may be affected by the transfer to the City.
- Final organization structure within the Department is completed for transfer to occur.
- Meet with Risk Manager for insurance requirements for facilities and equipment.
- Receive commitment from County that they will operate all facilities to be transferred at acceptable standards during the next 6 months.
- Complete negotiations with Asheville Tourists on new contract.

February, 2005

- Budget information for transfer is completed and submitted.
- Final letter to County employees that may be affected by transfer to City is completed and approved.
- Begin developing marketing plan for transfer of facilities.
- Begin developing operation and maintenance plans for facilities to be transferred.
- Determine any lease agreements for equipment or construction costs that need to continue and meet with Finance to insure smooth transition for payment.
- Break ground for construction of Covington Building at Aston Park.

March, 2005

- Letter is sent to County employees that will be affected to outline the steps in transfer and pay classification.
- Complete marketing plan for transfer of facilities.
- Presentation to Parks and Recreation Advisory Board about the transfer.

April, 2005

- Set-up individual meetings with County employees with Parks and Recreation and Human Resources staff.
- Modify budget requests as necessary.
- Complete operation and maintenance plans for facilities.
- Begin working on deed transfer of properties.

May, 2005

- Department orientation program for all county employees that will be affected.
- Budget meetings with City Council regarding FY 05-06 proposed budget.
- Establish list of fixed assets to be transferred to City.

June, 2005

- Department wide meeting to introduce new staff and organization structure.

- Media announcement about transfer. - includes new fee structure, phone numbers, web site information and registration.
- Complete all public relations materials to include new facilities, including web page and on-line registration.
- Complete installation of computer and communication items.
- Complete deed transfer of properties.
- Complete construction of Covington Building at Aston Park.

July, 2005

- Transfer complete July 1.

2006 ADDENDUM

The Asheville Parks and Recreation 2015 Comprehensive Master Plan, adopted by Asheville City Council in 1998, was developed by the Asheville Parks and Recreation Department (APRD) in conjunction with Woolpert, LLP, based upon a review of the entire community, an analysis of the existing park system, identification of user needs, development of recreation standards and adherence to stated recommendations and proposals. The plan recommends a review every five years to track the Department's progress toward its goals and to keep the plan current with the community's recreational needs.

In 2003, an addendum of the entire plan was completed and approved by the Parks and Recreation Advisory Board. In 2004, City Council voted to notify Buncombe County that they wish to terminate the Water Agreement that was established in 1984. As part of this Water Agreement, a number of recreation facilities were transferred to the County. These facilities included Aston Park, McCormick Field, Recreation Park, Municipal Golf Course, and Asheville-Buncombe Youth Council. Upon completion of the Water Agreement termination, these facilities were returned to the City of Asheville on June 30, 2005. In addition, Buncombe County notified the City of Asheville that they do not wish to renew the lease for the WNC Nature Center. This 30-year lease expired in 2004 as well.

In 2005, an addendum was presented and approved by the Parks and Recreation Advisory Board at their January 2005 meeting to incorporate changes in the original 1998 master plan regarding the addition and renovation of Aston Park.

In 2006, an addendum was presented and approved by the Parks and Recreation Advisory Board at their January 2006 meeting to incorporate changes to the original 1998 master plan. These changes are necessary due to City Council's approval in July of 2005 with the transfer of the above mentioned facilities back to the City. In addition, the Parks and Recreation Department has initiated several new construction projects that were not included in the previous addendums. The 2006 addendum is an effort to outline these improvements in order to stay current with our master planning process. This will allow us to continue to make adjustments on an annual basis based upon the needs of the community and the strategic plan of Asheville City Council.

Memorial Stadium

constructed in 1927

renovation master plan approved by City Council 2004

IMPROVEMENTS

- installation of synthetic turf
- installation of new scoreboard
- installation new flag poles
- installation of new playground

FUTURE IMPROVEMENTS

- new entrance booth to veterans' memorial
- new entry plaza
- construction of veterans' memorial
- new dining area

- new press box
- renovations to grandstands
- new practice area at Mountainside
- additional parking at Mountainside
- new fencing

Reid Center

last renovation in 1976

IMPROVEMENTS

- new lighting for theater

FUTURE IMPROVEMENTS

- renovations to theater
- new entry way into facility
- improvements to interior facility to add music room, dance studio, green room, library, fitness room, black box area, computer lab, and other support areas for productions.
- upgrades to HVAC, electrical, security and accessibility
- adding a courtyard and outdoor theater
- improve landscaping and parking
- installation of elevator
- replacement of gym floor

Montford Recreation Complex

construction completed in 1978

IMPROVEMENTS

- installation of climbing wall
- installation of new A/C unit
- resurfacing of tennis courts

FUTURE IMPROVEMENTS

- outdoor ropes course
- new ballfield lights
- improvements to the Hazel Robinson Amphitheater
- installation of new playground equipment
- refurbish the outside of the facility
- replace gymnasium floor
- install gym divider

McCormick Field

FUTURE IMPROVEMENTS

- completed master plan to tie in Memorial Stadium and McCormick Field
- replacement of the outfield fence
- purchase of new scoreboard
- new visitor clubhouse
- new storage sheds
- construction of picnic area

- construction of new seating area
- relocation of batting cage
- installation of new sound system
- installation of left field deck and additional seating
- upgrade of concession areas
- replace stadium seats as needed
- clearing of bank and construct a access road

Nature Center/ Recreation Park

FUTURE IMPROVEMENTS

- master plan to tie in Azalea Park, Recreation Park, Nature Center, Municipal Golf Course
- construction of Red Wolf habitat area
- construction of concession area, pavilion and small playground
- habitat improvements for birds of prey exhibit
- improvements to the raccoon habitat
- construction of ice skating facility
- installation of carousel
- improvements to Mama T's building
- addition of water spray park to the existing swimming pool
- explore restoration of the old "Kiwanis" train

Municipal Golf Course

FUTURE IMPROVEMENTS

- installation of irrigation system
- refurbish club house to represent the original building
- maintain the integrity of the course after the original Donald Ross design
- redo the restroom facilities on both front and back nine
- replace storm drains on #1, #10 and #18 holes.
- address landscaping needs throughout the course.

Recreation Centers

FUTURE IMPROVEMENTS

- replace flooring at Burton Street Center
- replacement roof at East Asheville Center
- replace flooring at Harvest House
- improve HVAC at Harvest House basement
- explore additional parking at Harvest House
- repave parking lot at North Asheville Center
- stucco outside of building area at North Asheville Center
- replace security lighting at North Asheville Center
- improve HVAC in ceramics room at Murphy-Oakley Center
- improve parking at Murphy-Oakley Center
- install new blinds at Murphy-Oakley Center

- install security cameras at Senior Opportunity Center
- redo the front entrance at Senior Opportunity Center to meet ADA requirements
- replace awning at Senior Opportunity Center